
The Connection

Newsletter of Shrewsbury Media Connection

Volume 17, No. 4 October 2004

SMC Policies are Updated

The SMC Policies & Guidelines have undergone a year long review to take care of a few housekeeping tasks and consider a few updates. Thanks to the hard work of the SPAC forefathers/mothers, staff and board members a comprehensive document was approved in 1987, revised in 1996, and it still needed little change in 2004.

SPAC TV 33 programming guidelines include a better description of how to do underwriting credits, producer responsibilities are clarified, and media formats were revised. SETV 34 & SGTV 35 Mission Statements and Policies are also included in the newest document. We will be getting new booklets printed, so be sure to pick one up and review it.

SMC Advisory Board Update

The SMC Advisory Board welcomed **Nick Wells** as the newest Board member at the September meeting. Nick will be finishing Kelly Jefferson's term. He has been a Community Producer for over two years, producing the "Senior Magazine" and the "Shrewsbury Garden Club Specials".



A special thank you to long-time



board member and AVID RED SOX FAN, **Kelly Jefferson**. Kelly dedicated many years of service to SMC over the years as a volunteer, government producer and as our first Government Access Coordinator. She was instrumental in assisting to set up SGTV. We wish her the Best!

The Board has set up a calendar and will review a different aspect of SMC each month. The Board usually meets on the second Wednesday of the month at 7 pm. All members are encouraged to attend meetings and express their ideas regarding the use of SMC. The Advisory Board members are: Laurie Hogan - Chair, Nick Todisco - Vice Chair, John McDonald - Secretary, Donna Pisano, Nick Wells.

SETV 34 Update

This is a busy season for SETV with the ETS Studio pumping out the programming. We now have three different spots for you to view your favorite fall sports: Mondays at 6 pm & 8:30 pm, Fridays 1 pm & 6 pm, and Saturdays at 9 am & 3:30 pm. For a more detailed listing, please watch the channel 34 bulletin board. Watch the newest School Committee Meeting, Superintendents Forum and Middle School News Network again and again, all with the push of a button on Video On Demand, cool. Speaking of cool, winter is at our doorstep so stay warm and healthy and have a Happy Thanksgiving!

SGTV 35 Update



SGTV would like to welcome our newest show "**Web InSite**" hosted by Shrewsbury's Website Administrator, Jackie Pratt. Each month Jackie takes a look at the benefits of the Shrewsbury website. www.shrewsbury-ma.gov "**Ask the Manager**" has a new host. **Jen Ludovico** joined the show in September and is doing a great job hosting the show. Lt. Jim Hurley has produced a special "**Police Beat**" featuring retired Worcester Telegram Reporter, Roscoe E. Blunt, Jr. Rocky has written a new book about his many years covering the Worcester Police: "**Carnage, Cops, And Deadlines - A Reporter's Story**" to be shown in December.

Maria thanks the following SGTV/SPAC producers who did an outstanding job hosting our 5 hours of LIVE coverage of Spirit of Shrewsbury events: **Monica Mansfield** – Animal Control & Mostly Rock N Roll (2003 POY), **Angela Snell** – Parks and Recreation Update, **Paul Weaver** – Inside Shrewsbury & Selectmen's Roundtable, **Nick Todisco** – Good Morning Shrewsbury & Coaches Corner & SHS Sports (2000, '01, '02 POY).

Thank you for making the event such a success!

Classes & Production



Shrewsbury Media Connection receives "**Harvester Award**" from Worcester County Food Bank. **Laurie Hogan & Lori Bergman** who worked together on a series of programs for SPAC TV 33 will accept the award at the WCFB 22nd Annual Meeting at their Brigham Hill Community Farm. The award recognizes and honors special individuals and organizations that demonstrate outstanding commitment to working with the food bank in creating a hunger-free community.



August KidVid



Judy Polito and Nick Todisco host the SOS Parade with Shriner, John Bolan.



Tom D'Errico operates camera Shrine Chowder Bowl

Summer and Fall SMC Photo Gallery



Maria Smith and Angela Snell LIVE on the Common.



Paul G. directs the LIVE Parade telecast.



Dynamy Intern, Jeff Mondell paints chroma wall in SMC studio.



GMS Crew LIVE from the Town Common.

Join the SMC list serv!

to sign up go to: <http://www.shrewsbury-ma.gov/smc/index.asp>

FREE CLASSES

ORIENTATION

Interested in finding out what Public Access television is all about? Do you want to see your Public Access facility? Then, join us for a brief session that will enlighten you as to what Public Access is, what SMC has to offer, and how you can access the power of television. Orientation is required before enrolling in a SMC class. Orientations are scheduled on a one-to-one basis.

**Call Marc Serra at SMC
(508) 841-8650**

BASIC FIELD PRODUCTION

A comprehensive 2-session course. Training in single camera digital video production including: camera use, shooting techniques, lighting, audio and more. The course will enable participants to produce programming for cablecast on Channel 33. Orientation is a pre-requisite to this class.
Class Dates: December 7 & 14

BASIC STUDIO

Introductory 4-session course on the basics of operating cameras, recording sound, technical directing, managing a production, and the use of Scala graphics in the SMC studio. You will get hands-on experience during class. This course will enable participants to produce programming for cablecast on SPAC TV 33. Orientation is a pre-requisite.
Class Dates: February 2, 9, 16, 23

DIGITAL EDITING

4-sessions cover features of Apple's Final Cut Pro editing software. Cut and Paste video clips, add music, graphics, and transitions all in one easy to use interface.
Class Dates: January 5, 12, 19, 26

Shrewsbury Media Connection

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Special Recognition

Congratulations! Shrewsbury Electric Light & Cable Company has been selected as a recipient of the Massachusetts Recreation & Park Association's "**Special Citation Award**". This award is given to a person or organization that has in some special way helped in promoting recreation & leisure services within the state of Massachusetts.

SELCO was specifically selected because of its TV productions for the Parks & Recreation Department done by **Angela Snell**, Director of Shrewsbury Parks & Recreation and **Maria Sheehan**, **SGTV 35** and to **Jackie Pratt** for maintaining the Recreation Department's website and Listserv. They accept their award at the Awards Luncheon of the 20th Annual MRPA State Conference in Hyannis. **Great Job!**

Check inside for more Awards for Shrewsbury Media Connection!

!!!Community TV On Demand!!!

Shrewsbury On Demand is in full swing with many hours of Public, Educational and Government programming available to digital cable subscribers. Early indications are that



Shrewsbury viewers are really taking to this new way to catch up on local programming.

Video on Demand allows the viewer to select which program they want to watch, whenever they want to watch it. The viewer may also pause the program or fast forward and rewind the show.

Mission: To build community, empower the individual, and ensure First Amendment expression through the utilization of communication technologies.